Population of Regions and Departments: 1982

Region/Department	Population	Density Per Sq. Km.
Ile de France	10,073,000	838
Paris	2,176,000	20,723
Seine-et-Marne	887,000	150
Yvelines	1,196,000	523
Essonne	988,000	548
Hauts-de-Seine	1,387,000	7,879
Seine-Saint-Denis	1,324,000	5,610
Val-de-Marne	1,194,000	4,873
Val-de'Oise	921,000	739
Champ-Ardennes	1,346,000	53
Ardennes	302,000	58
Aube	289,000	48
Marne	544,000	67
Marne (Haute)	211,000	34
Picardie	1,740,000	90
Aisne	534,000	72
Oise	662,000	113
Somme	545,000	88
Haute-Normandie	1,655,000	134
Eure	462,000	76
Seine-Maritime	1,193,000	190
Centre	2,264,000	58
Cher	320,000	44
Eure-et-Loir	363,000	62
Indre	243,000	36
Indre-et-Loire	506,000	83
Loir-et-Cher	296,000	47
Loiret	536,000	79
Basse-Normandie	1,351,000	77
Calvados	590,000	106
Manche	466,000	78
Orne	295,000	48
Bourgogne	1,596,000	51
Cote-d'Or	474,000	54
Nievre	240,000	35
Saone-et-Loire	572,000	67
Yonne	311,000	42
Nord-Pas-de-Calais	3,933,000	317
Nord	2,521,000	440
Pas-de-Calais	1,412,000	212
Lorraine	2,320,000	99
Meurthe-et-Moselle	717,000	137
Meuse	200,000	32
Moselle	1,007,000	162
Vosges	396,000	67
Alsace	1,566,000	189
Rhin (Bas)	916,000	193
Rhin (Haut)	650,000	184
Franche-Comte	1,084,000	67
Doubs	477,000	91
Jura	243,000	49
Saone (Haute)	232,000	43
Belforte (Territ. de)	132,000	217
Pays de la Loire	2,930,000	91
Loire-Atlantique	995,000	146
Maine-et-Loire	676,000	94
Mayenne	272,000	53
Sarthe	505,000	81
Vendee	483,000	72
Bretagne	2,708,000	100
Cotes-du-Nord	539,000	78
Finistere	828,000	123
Ille-et-Vilaine	750,000	111
Morbihan	591,000	87
Poitou-Charentes	1,568,000	61
Charente	341,000	57
Charente-Maritime	513,000	75
Sevres (Deux)	343,000	57
Vienne	371,000	53
Aquitaine	2,657,000	64
Dordogne	377,000	42
Gironde	1,128,000	113
Landes	297,000	32
Lot-et-Garonne	299,000	56
Pyrenees-Atlant.	556,000	72
Midi-Pyrenees	2,326,000	51
Ariege	136,000	28
Aveyron	279,000	32
Garonne (Haute)	825,000	131
Gers	174,000	28
Lot	155,000	30
Pyrenees (Hautes)	228,000	51
Tarn	339,000	59
Tarn-et-Garonne	190,000	51
Limousin	737,000	43
Correze	241,000	41
Creuse	140,000	25
Vienne (Haute)	356,000	64
Rhone-Alpes	5,016,000	115
Ain	419,000	73
Ardeche	268,000	49
Drome	390,000	60
Isere	937,000	126
Loire	740,000	155
Rhone	1,445,000	445
Savoie	324,000	54
Savoie (Haute)	495,000	113
Auverge	1,333,000	51
Allier	370,000	50
Cantal	163,000	28
Loire (Haute)	206,000	41
Puy-de-Dome	594,000	75
Languedoc-Roussll	1,927,000	51
Aude	281,000	46
Gard	530,000	91
Herault	706,000	116
Lozere	74,000	14
Pyrenees-Orientales	335,000	81
Provence-Alpes - Cote d'Azur	3,965,000	126
Alpes-de-Haute-Pr.	119,000	17
Alpes (Haute)	105,000	19
Alpes-Maritimes	881,000	205
Bouches-du-Rhone	1,724,000	339
Var	708,000	119
Vaucluse	427,000	120
Corse	240,000	26
Corse du Sud	109,000	27
Haute-Corse	132,000	28
France	54,335,000	100

Source: INSEE-*Journal Officiel* du 6 janvier et 5 fevrier 1983.
Note: sum of numbers may not equal totals due to rounding.

tive than the yearbook issued by the leading daily *Le Monde* called *Bilan Economique et Social. Faits & Chiffres* costs 44 francs and can be ordered from *Le Nouvel Observateur* address above. *Le Monde*'s yearbook costs 32 francs and can be ordered from 5, rue des Italiens, 75427 Paris, France.

L'Express newsweekly for Aug. 26, 1983 contains a vivid summary of a ten-year sociological examination of a changing France by one of the country's top study groups. Called *1973-1983: Français, Comme Vous Avez Changé*, the price is 10 francs and is available from L'Express, 61, avenue Hoche, 75380, Paris, France.

A penetrating article on France's declining birthrate appeared in *Le Point* newsweekly of July 25, 1983. Price is 9.50 francs; order from 140, rue de Rennes, 75006, Paris, France.

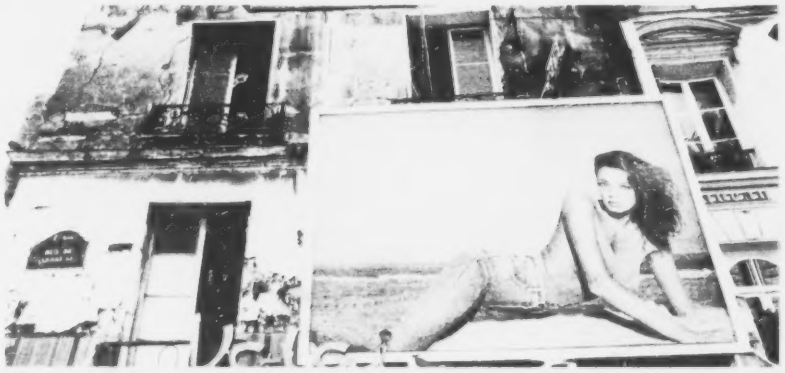
France is a Jean-y-come-lately in sophisticated marketing techniques, and trade and professional publications of interest to market researchers are limited. The advertising weekly *Strategies* binds in a monthly supplement on direct mail, perhaps the hottest marketing technique today in the country. The price is 875 francs for an annual foreign subscription. Order from Strategies, 15, square de Vergennes, 75015 Paris, France.

The *Revue Francaise du Marketing* (French Marketing Review) of 120 pages is published five times a year by the National Association for the Development of Marketing Techniques. Price is 82 francs for each number or 457 francs for an annual subscription. Order from 30, rue d'Astorg, 75008 Paris, France.

A perceptive, sociologically-oriented analysis of contemporary French society has been compiled by the Advanced Communications Centre at the country's state-controlled advertising agency giant, Havas. Write Centre Director Bernard Cathelat, 136, avenue Charles de Gaulle, 92522 Neuilly-sur-Seine Cedex. •

Peter Inserra

Peter Inserra is International Demographics' *Paris correspondent.*



Peter Inserra

Seven Pointers for Product Development in Asia

Developing products for Asia requires a realistic understanding of the challenge, according to David Amdal, managing partner of Amdal-Davis, a product development group headquartered in Sydney, Australia, with offices in Hong Kong and San Francisco.

Amdal has developed products for Asian markets for such companies as R.J. Reynolds in Indonesia, Gillette in Singapore, B.I.C. France in Indonesia, and Caterpillar Far East in Hong Kong, among others.

At International Demographics' San Francisco conference on demographics in Asian markets earlier this year, he offered the following as the most common concerns and sources of problems for multinational marketing managers in Asia:

1. You're involved in deals with many strange, new partners. They will be your distributors, suppliers, joint venture partners, and even your housekeepers. The multitude of necessary new relationships, coupled with the cultural differences, leave you highly vulnerable to misunderstandings or worse.

2. Locals will have already-established communication lines to the power bases within the country. They will know what's happening before you. Your local competition will have this as a substantial advantage.

3. Your consumer marketplace can be far more volatile than the United States'. Rumors sweep through the public in Asia. There are tightly-knit communities. Housewives know their neighbors and word-of-mouth plays a considerable role in most purchase decisions.

4. Another reason for the volatility is the vagaries of government rulings. A single government edict on tariffs could wipe out your market overnight. The Philippines is especially notable for retroactive rulings, with Indonesia a close second.

5. Your successes can be grabbed by local competitors, who will almost always have lower entry-exit barriers than you. Illegal Apple computer motherboards are selling for $90 retail in Hong Kong, counterfeit Levi's for $9 in Taiwan.

6. You won't have command of the local language(s). You'll rapidly miss the comfort of easy communication with your staff, or being able to read your own advertisements, or to make recommendations on wording in your marketing communications.

7. Inflation will heavily influence your marketing. The cost of your plant and political/economic uncertainties will necessitate short-term paybacks — most often within one to two years. Of course, most advisors caution against short-term expectations, but the practicalities are usually otherwise. •

Regions

Europe

Great Britain

For firms whose main customers are institutions, data can sometimes be hard to find. Fortunately census data can occasionally fill the gaps.

The 1981 Census of Great Britain found, for example, that 2.5 percent of the people counted on census night lived in "communal establishments." While that is not too significant, it still amounts to about 1.4 million people in Great Britain, about three-quarters of whom were residents in the places where they were living on census night.

The largest age group in institutions were the elderly — those aged 85 and over who were 19 percent of the total resident population. The next largest group was aged 75 to 84, at 5.3 percent of the total population, and the next was 16-to-24-year-olds, at 2.4 percent. Only 13 percent of the people in institutions were married, compared with 50 percent of the general population.

Given the ages of the institutionalized, it is not surprising to find that the majority of people were in hospitals or homes for the old and the disabled.

Communal establishments are not equally distributed throughout Great Britain. The highest proportions were found in the city of London (16.8 percent), according to a report in *Population Trends*, a publication of the Government Statistical Service.

Outside London, Epsom and Ewell each had about 7 percent of their residents in institutions. Richmondshire, Ribble Valley, Castle Morpeth, and Rushmoor each had about 7 percent as well. Each of these areas contain large hospitals or camps.

If the institutionalized population of Britain is of note, it may be a shrinking market. In 1971, there were 909,900 people counted in communal living situations. Ten years later, only 796,600 lived in those circumstances. However, the 1981 Census was taken when most universities and other educational institutions were on vacation. The 1971 census was taken after most schools were back in session.

Further statistics on the population in Great Britain's communal establishments is published in *Census 1981, Communal Establishments, Great Britain*, available from HMSO, P. O. Box 569, London SE 9 9NH, England.

Americas

Opportunity in The Caribbean

Considerable opportunity exists for foreign investment in production-sharing in the Caribbean Basin countries, but little opportunity for expanded exports, according to Frost & Sullivan's political risk services.

The table shows the general risk ratings of 25 Caribbean countries. A report, "Political Risk in the Caribbean Basin," which contains detailed political and economic information on each of the 25 countries in the table is now available from Frost & Sullivan for $345.00. Order from Frost & Sullivan, 106 Fulton Street, New York, NY 10038.

Five-year Political Economic Risk Rating of Caribbean Basin Countries

Country	*Rating*
Netherlands Antilles	A+
British Virgin Islands	A
Puerto Rico	A
Dominica	A–
Montserrat	A–
Panama	A–
St. Lucia	A–
Belize	B+
Grenada	B+
St. Kitts-Nevis	B+
Trinidad-Tobago	B+
Barbados	B
Haiti	B
Venezuela	B
Dominican Republic	B–
Jamaica	B–
St. Vincent-Grenadines	B–
Antigua-Barbuda	C+
Costa Rica	C+
Honduras	C
Mexico	C
Colombia	C–
El Salvador	C–
Nicaragua	C–
Guatemala	D+

Canada

Nearly twice as many Canadian women as men consult a doctor ten or more times a year, and housewives visit the doctor at double the rate of working women.

These are two findings of a new report by Statistics Canada, *Canadian Women: Profile of Their Health*. The report notes that "while women seem to have better health habits (less smoking and drinking) they still suffer more health problems, visit the doctor more often and take more drugs than men."

The proportion of women using alcohol has steadily increased, however,

and the report notes that among housewives, the number of drinkers and the amount of alcohol consumed increase as family income and education rise. In contrast, the number of women smokers declines with increasing levels of income and education.

Of persons active in the work force, about twice as many women as men experience occasional anxiety and depression, and the report shows that more than two-thirds of all tranquilizers prescribed are for women. Housewives use a significantly higher proportion of mood-altering drugs than working women.

Asia

The Fitness Trend

About 70 percent of Japanese pay some attention to their health and fitness, according to a recent article in *Look Japan*. "Do Sports" is a common slogan. Kanda, a district in Tokyo well known for its bookstores, has added many sporting goods stores. Clubs feature tennis, swimming, and aerobic dancing. Elderly Japanese play gateball (a Japanese version of croquet), and daily sports newspapers show up in the hands of commuters in place of regular newspapers.

Look published some data from a 1982 survey carried out by the Prime Minister's Office on people's attitudes toward health, physical fitness, and sports.

According to that survey, 73 percent of men and 56 percent of women work out regularly or engage in some kind of physical activity. Of those in their 20s and 30s, 80 percent say they enjoy some form of physical activity.

The table lists different types of activities and estimates the number of Japanese that participate in those activities. Percentages add up to more than 100 because multiple responses are allowed.

Look Japan is a monthly tabloid newspaper devoted to business and trade with Japan as well as cultural exchange. It is published by The Look Japan Ltd., 2, 1-chome, Kanda Ogawa-machi, Chiyoda-ku, Tokyo, Japan. A subscription in the United States is $50.00 annually.

Numbers of Japanese Who Enjoy Different Sports (Aged 20 and over)

Sport	*Number (in millions)*	*% Total Population*
Gymnastics	21.6	26
Playing Catch	15.8	19
Softball	11.6	14
Bowling	11.6	14
Swimming	10.0	12
Jogging	9.1	11
Fishing	9.1	11
Walking	9.1	11
Baseball	7.5	9
Volleyball	6.6	8
Tennis	6.6	8
Golf	6.6	8
Ping Pong	5.0	6
Skiing	5.0	6
Hiking	5.0	6
Cycling	4.2	5
Mountaineering	4.2	5
Folk Dancing	3.3	4
Camping	3.3	4
Ice Skating	2.5	3
Indoor Exercise	2.5	3
Other Ball Games	2.5	3
Gateball	1.7	2
Track	1.7	2
Judo, Kendo	0.8	1
Boating, Yachting	0.8	1
Orienteering	0.8	1

Population Growth in Japan

Japan's population grew only about half of one percent during 1983, according to estimates of the Statistics Bureau of the Prime Minister's Office.

The population is now about 119 million, up 790,000 from a year earlier. Tokyo is still the most populated urban area. Chiba, Nara, Saitama, and Kanagawa grew fastest in 1983. Population declined in Akita, Shimane, and Wakayama prefectures.

Malaysia

About 82,000 additional households in Malaysia will get electricity as a result of a new World Bank project. Electrification will be expanded in the less-developed areas of Kedah, Kelantan, Trengganu, Pahang, Johor, and Perak.

Africa

Mauritius

The South African Press Association reports that Hong Kong businessmen who feel threatened by the expiration of Great Britain's lease on Hong Kong are moving to Mauritius where they feel they can duplicate closely the conditions that made their fortunes in the Far East.

By the end of this year, Hong Kong-financed projects in the Mauritian industrial development zone are expected to provide the island with 10,000 extra jobs.

The influx has boosted tourism and hotel development. More than 30 percent of the island's visitors come from South Africa, and South Africa is expected to provide primary markets for the industrial output of Mauritius. •

Publications

Demographic Yearbook 1982, New York: United Nations, 1984, 1043 pp., $85.00 cloth; $75.00 paper. U.N. Sales No. E/F.83.XIII.1. Order from U.N. Sales Office, Room A-3315, New York, NY 10017.

Marriage and divorce is the special topic of this 34th issue of international demographic statistics from the United Nations.

Summary tables on marriage and divorce are followed by those presenting detailed statistics on marriage and divorce by age and other demographic characteristics and also statistics on population by marital status and household composition. Urban and rural components of the country-wide statistics are shown whenever possible.

The regular collection of data includes the United Nations' latest information, country-by-country, on population size, natality, mortality, nuptiality, and divorce for about 220 countries or areas of the world. Tables give a world summary of basic demographic statistics followed by tables on the size, distribution and trends in population, natality, infant and maternal deaths, and general mortality.

Basic Statistics of the Community, Luxembourg: Statistical Office of the European Communities, 1983, 289 pp., $5.00. Order from European Community Information Service, 2100 M Street, NW, Suite 707, Washington, DC 20037; telephone (202) 862-9500.

This is the 21st edition of a handbook of basic data for the European Community. Countries included in the tables are Belgium, Denmark, West Germany, Greece, France, Ireland, Italy, Luxembourg, the Netherlands, and the United Kingdom. Comparisons are often given with other countries including the United States, Canada, Japan, Turkey, Spain, and Portugal.

The section on population and social conditions includes basic population data not only for the countries, but for some areas of each country as well. The size of households is described, as are 1981 data for births, marriages, and deaths. Data are given on education, labor force, average weekly work hours, wages, and social benefits. Economic data make up the largest proportion of the handbook.

Statistical Yearbook Transport, Communications, Tourism, 1981, Luxembourg: Statistical Office of the European Communities, 1983, 168 pp., $25.00. Order from European Community Information Service, 2100 M St., N.W., Washington, DC 20037; telephone (202) 862-9500.

If you want to know the trend in hotel beds, camping spaces, telex communications, the stock of different types of motor vehicles and trucks, or the number of traffic victims killed and injured in any one of the European Community member countries, this is the place to look.

Rapid Population Change in China, 1952-1982, by Ansley J. Coale, Washington, DC: National Academy Press, 1984, $12.50 (prepaid). Order from National Research Council, 2101 Constitution Ave., N.W., Washington, DC 20418.

Recently-released population data from the People's Republic of China disclose astonishing reductions in birth and death rates over the last 30 years.

A National Research Council committee analyzed information from the 1982 population census, a large-scale follow-up survey of fertility, and previously unpublished data from two earlier censuses to write this report. The data now available made it possible for the first time to make an accurate and detailed analysis of population trends since the establishment of the People's Republic.

"The accuracy and fineness of detail of the information about the Chinese population now exceed the accuracy and detail of what is known about almost every other less-developed country in the world," the committee says.

Over the 30-year span covered by the Research Council study, China has exhibited sharp decreases in both birth rate — the annual number of babies born per 1,000 population — and total fertility rate — the average number of children born to each woman of childbearing age. The birth rate has dropped from 45.1 per 1,000 to 21.3 per 1,000, and the total fertility rate has declined from 6.47 children per woman to 2.66 children per woman.

Death rates have also fallen dramatically, according to the report. Life expectancy has increased strikingly — from 42 years for men and 46 years for women in the 1950s to 66 years for men and 69 for women in 1981. Using newly-released information, the committee estimates that the death rate has dropped from above 20 per 1,000 in the early 1950s to about 8 per 1,000 in the early 1980s.

Statistics — Asia and Australasia: Sources for Social, Economic and Market Research, 2nd edition, by Joan M. Harvey. Kent, England: CBD Research Ltd., 1983, 440 pp., $145.00. Order from Gale Research Company, Book Tower, Detroit, MI 48226.

For each country in Asia and Australasia the following sources are covered: central statistical office and other statistics-collecting organizations; principal libraries housing statistical collections; libraries and information services located in other countries; principal bibliographies of statistics and major statistical publications in such fields as production, external trade, internal distribution and service trades, population, social, finance, transport, and communication. Full bibliographic information is given for each publication cited with a description of its contents.

The Management of Intercultural Relations in International Business, a Directory of Resources, edited by George W. Renwick. Chicago: Intercultural Press, Inc., 1982, $4.50. Order from Intercultural Press, Inc., 70 W. Hubbard St., Chicago, IL 60610.

Although out of date, this directory may provide useful resources for people just getting started in the international arena or those who may have received a change in assignment — from strategic planning to personnel, for example. It could be especially useful for a human re-

sources planner putting together reading materials for staff who have a new overseas assignment. Sources are organized under such headings as "Transfer of Personnel," "How Foreigners See Americans," and "Relations with Nationals from Specific Countries," and consist primarily of books and articles from about 60 journals and magazines.

Urban Development in the Third World, edited by Pradip K. Ghosh. Westport, CT.: Greenwood Press, 1984, 546 pp., $45.00. Order from Greenwood Press, 88 Post Road West, Box 5007, Westport, CT 06881.

While this volume is compiled mainly for urban development policy planners, it is useful to the strategic planner for a multinational firm who is interested in understanding more about why urbanization develops the way it does and what can be expected by the end of this century. Chapters include discussions of the limitations of the data available from urban areas, the factors that contribute to urban growth and housing as well as several urban policy aspects.

Statistical tables from The World Bank and the United Nations are included, but most data are on a country-wide basis rather than a city-by-city basis. An extensive bibliography which covers English-language literature since 1970 and a directory of sources is also included.

The Business of Demographics, by Cheryl Russell. Washington, DC: The Population Reference Bureau, 1984, 40 pp., $4.00 plus $1.00 postage and handling. Order from Population Reference Bureau, Inc., 2213 M St., N.W., Washington, DC 20037.

Although it concentrates on the work of demographers in business in the United States, this booklet is of interest to any person who uses demographic data in business or who teaches the use of demographic information to students who will eventually use it in business. A listing of private demographic data companies is included as is a listing of colleges and universities that offer a degree concentration in business or applied demography or offer courses in both. •

ATW */ continued from p. 2*

have the biggest gains in U.S. visitors. That honor goes to Jamaica, which had 42 percent more traffic from the United States in 1983 than in the previous year. Brazil gained 39 percent in visitors — about 140,000 Americans departed for Brazil. Colombia, Greece, and Japan each gained more than 25 percent in U.S. visitors.

While Mexico and England got the most U.S. visitors, Japan sent the most tourists and business travelers to us. Fifteen percent of arrivals in the United States were from Japan and nearly 14 percent were from England. Visitors from all countries except the Bahamas declined between 1982 and 1983, undoubtedly the result of the strong dollar that makes it more expensive for foreigners to travel in this country.

Conference

"International Marketing Research" will be the theme of a symposium jointly sponsored by the International Chamber of Commerce and the European Society for Opinion and Marketing Research in Paris, November 26 through 28.

Topics will include the market for market research in Western Europe, cost comparisons of market research in Western Europe, assessing worldwide market potential through online data banks, multinational telephone surveys, and research in less developed countries, including Africa. One session will be devoted to international research from the U.S. perspective. Technical subjects will also be discussed.

For a complete program and registration forms, contact ESOMAR Central Secretariat, J. J. Vittastraat 29, 1071 JP Amsterdam, The Netherlands.

Political Risk

Political risk will be the subject of a conference October 22 and 23 at the Halloran House in New York City featuring the senior advisors of Frost & Sullivan's political risk services. There will be a briefing on each region of the world, a panel on the international debt crisis, and a forum on global trends.

Registration information is available by calling Victor Hertz at Frost & Sullivan in New York City at (212) 233-1080 or Tim Kitson in London at 01-486-8377. •

SRG */ continued from p. 3*

ics and media habits. Reports cover such product areas as toiletries, hair care products, cosmetics, fast food restaurants, insecticides, soft drinks, health food drinks, liquors, and household cleaning products.

All the SRG companies participate in syndicated studies on a range of products including beverages, cosmetics, household products, toiletries, fast food restaurants, alcoholic drinks, small appliances, insecticides, automotive products, and office equipment. Stafford is presently organizing a multiclient project on the microcomputer market in Asia and the Pacific. A multiclient infant feeding project is also in the works.

Using the wealth of information it gleans from its many surveys and monitoring services, SRG also publishes a continuous supply of up-to-date information about Asia-Pacific markets.

This year, for example, it has released a *Pulse Factbook* on the Philippines which includes the latest government data on population, income and expenditure patterns, price and wage indices, and socio-economic data culled from omnibus surveys conducted in the Philippines. The price of the *Pulse Factbook* is $130.

The Indonesian Consumer 1984 is a comprehensive document that includes data on 1976 population, new trends as revealed by the 1980 census, population and income distribution in specific Indonesian cities, market size, households, corporate consumers, promotion strategies, distribution, and the retail trade. Data is from both published government sources and findings from Survey Research Indonesia's work for the past eight years. This volume is priced at $2,250. Multiple copies are available at a reduced price. •

SRG International Ltd. is located at 80 East 11th Street, New York, NY 10003; telephone (212) 260-6500.

The International Professional Services Directory

THIS SPACE * AVAILABLE

Take advantage of our low introductory offer of 15% off any size listing in our new *International Professional Services Directory* for six consecutive months! Call Michelle at 1-800-828-1133, in New York State 1-800-462-8686.

*Only $765.00 for a six-time consecutive listing. Offer expires December, 1984.

MARKET RESEARCH IN ASIA PACIFIC

SRG
Survey Research Group

SRG INTERNATIONAL, LTD.
80 EAST 11th STREET
NEW YORK, N.Y. 10003
(212) 260-6500

AUSTRALIA
JAPAN
HONG KONG
SINGAPORE
TAIWAN
MALAYSIA
PHILIPPINES
THAILAND
INDONESIA

TRANSLATING
FROM AND INTO ENGLISH

Marketing Brochures, Manuals
Patents, Legal, Technical Texts
Dutch, French, German, Italian, Spanish
In-house Foreign Type & Art

OVER 20 YEARS EXPERIENCE

Compatible High-Speed Telecopier:
614-335-7755
INTERCONTINENTAL SERVICE
Box 615 • Washington C. H., OH 43160
Phone 614-335-6499

Asia Cable

Asia Cable. The newsletter. News, analysis and perspective on Asia and the Pacific Rim. To receive a free sample and subscribe for just $159, a $100 savings, call 1-800-321-4869.

Asia Cable: P.O. Box 3456, Portland, OR 97208 USA. Telex 755584

THE INDONESIAN CONSUMER - 1984

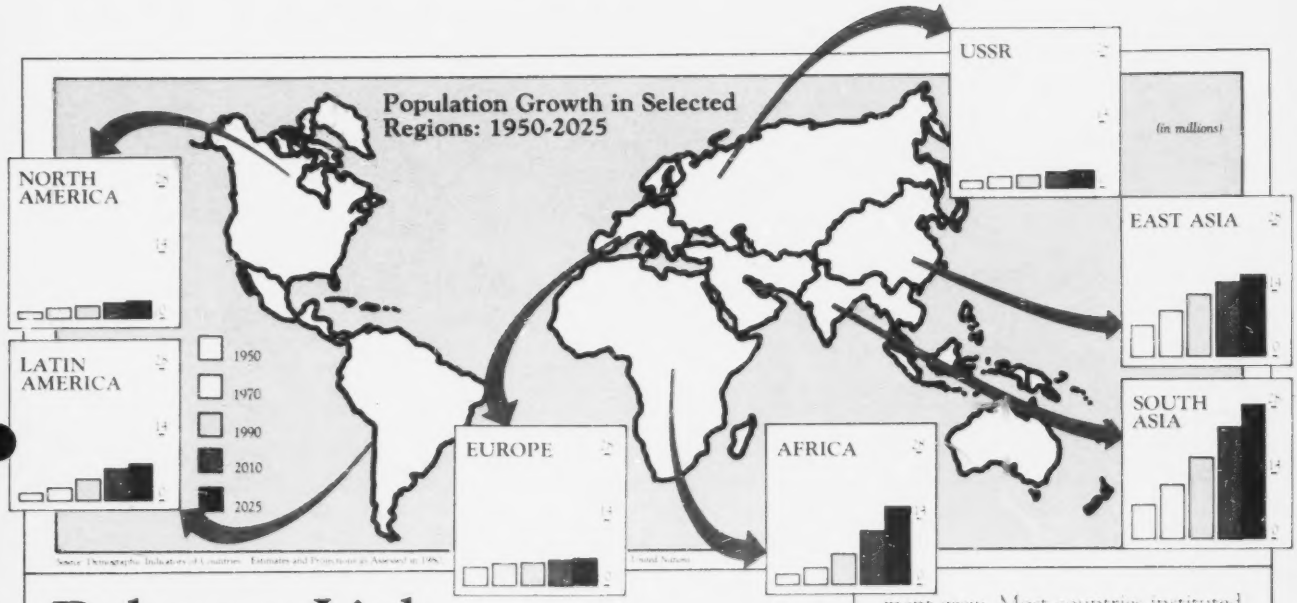
A comprehensive analysis of the Indonesian business environment. To order this exclusive marketing report call SRG International at (212) 260-6500.

SRG
Survey Research Group

SRG INTERNATIONAL, LTD. 80 EAST 11th STREET NEW YORK, N.Y. 10003 (212) 260-6500

October 1984, Vol. 3, No. 10

INTERNATIONAL DEMOGRAPHICS



Delegates Link Population Programs and Economic Growth

"The South hopes The North will succeed economically so that The North will continue to provide assistance. The North hopes The South will succeed to pay back the debts they owe."

This simple statement of the economic interrelationship between developed and developing countries was one participant's summary of the proceedings of the International Population Conference held in Mexico City in August.

Since the last such conference in Bucharest in 1974 there has been a dramatic shift in attitudes of developing countries. In 1974 only a small number of countries were aware of the way their population growth rates affected their economic goals, only a few had taken a census, of the ones that had taken a census only a few had the analytical skills to use the census, and a very few had instituted policies to reduce their population growth rates.

But in the developing countries in the interim, health care improved, mortality dropped (even though not to the extent recommended in 1974), more babies began to survive, adults began to live longer, and awareness of the relationship between social and economic development grew. Most countries instituted a population policy during that period.

A review of the official statements from the 150 countries represented at the conference reveals a consistent theme: when resources are used for food, clothes, shelter, and basic services, they can't be used for development, no matter what kind of economic program or political system a country may have. *continued*

Inside

Intermarket Research offers strong marketing research services in South America 3
China's billion consumers are a rapidly changing market 4
How the housing market is changing in China 9
Publications 13

COUNTRY PROFILE: CHINA

For example, the Chinese delegate said that his country's policies have promoted a lower birth rate: "The people's living standards have been obviously improved with gradual annual increase of per capita income. All this has proved that the policy decision, of promoting family planning to control population growth along with planned economic development, is a correct one."

The Japanese delegate commented that once its population growth was moderated, economic development followed.

The Zambian delegate said her country's high population growth rate, among the highest in Africa, creates the necessity to sustain a high agricultural growth rate as well. "The main issue of development in Zambia is to raise the standard of living of the bulk of the population . . . To improve the standard of living of the people with a rapidly growing population requires high rates of productive investment that could in the long run facilitate increased rates of savings and economic growth. Such investment may be difficult to achieve since a rapidly-growing population necessitates the diversion of large amounts of the limited financial resources to the provision of essential social services."

Most countries came to the conference requesting not just development aid but population assistance that will let them provide programs consistent with their own cultures. As the division between North and South has grown more pronounced, the effect of population growth rates on countries' economies have become clearer not only in theory, but by example.

There are two types of examples: First, those where population growth is so rapid that the country is unable to provide the goods and services the people need, and second, those where a population policy has brought the growth rate to a reasonable level. In the second type — China is an example — there may be a more difficult challenge in the years ahead. Those whose population has been growing rapidly and which now have 30 to 50 percent of their population aged 15 and under will face a resurgence in their growth rates when this very young population comes of age. Economic development could well go awry if the governments are unable to provide the services and jobs that will be required when these large young populations start having families of their own.

Even in countries that have been successful in encouraging smaller families, economic incentives must continue if the trend is to continue. It is at that point in a country's development that it seems appropriate to bring free enterprise into the equation. Even Singapore, Japan, and Korea, which are now examples for far less developed countries, started with population policies designed to lower their growth rates.

With the exception of the United States, most developed countries are responding to the call for more population assistance. The World Bank has announced it will double its assistance for such programs. •

—Jane Boorstein

Jane Boorstein is International Demographics' United Nations correspondent.

Seminars

The European Society for Opinion and Marketing Research has announced three seminars of interest to marketing researchers:

"Are Interviewers Obsolete? — Drastic Changes in Data Collection and Data Presentation," November 7-10 in Nice, France.

Topics include CATI systems; improving the quality of telephone interviewing; computer assisted questionnaire design; conjoint analysis with CATI; the use of viewdata panels; the role of the personal computer in data collection, data analysis and presentation; and interactive access to on-line survey data bases.

There is a call for papers for two other seminars: "Assessing and Improving the Quality of Financial Services: How Research Can Help," to be held February 3-6, 1985 in Zurich, Switzerland, and "Pharmaceutical Competitor Analysis, A Guide for Marketing Researchers," to be held February 27-March 2, 1985 in Lisbon, Portugal.

Information on submitting papers, complete programs, or registration details for all three seminars may be obtained from ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; telex 18535 ESOMAR NL. DW ?

The Fifth International Symposium on Forecasting, designed to bring together decision makers, forecasters, and researchers from universities, government, and business will be held in Montreal, Canada, June 9-12, 1985. The symposium is organized by the International Institute of Forecasters in collaboration with the Faculty of Management at McGill University.

Keynote speakers will include Janet Norwood, commissioner of the U.S. Bureau of Labor Statistics, Allen Sinai, chief economist of Lehman Brothers Kuhn Loeb Inc., and Martin Wilk, chief statistician of Canada, among others.

For more information or to submit abstracts, contact Robert Carbone, Faculty of Management, McGill University, Montreal PQ, Canada H3A 1G5; telephone (514) 392-4251.

An Export Marketing Symposium focusing on the needs of the small and medium size manufacturer of high technology products will be held from 2 to 5 p.m. at the Anaheim (CA) Convention Center as part of a larger exposition on high technology. For more information, contact Deanna Myerson, Wescon/84, 8110 Airport Blvd., Los Angeles, CA 90045; telephone (213) 772-2965. •

INTERNATIONAL DEMOGRAPHICS

Publisher: Peter Francese
Editor: Doris Walsh
Managing Editor: Caroline Eckstrom
Research Editor: Samuel Fridman
Art Director: Carol Terrizzi

International Demographics (ISSN 0731-5414) is published monthly by American Demographics, Inc., P.O. Box 68, Ithaca, NY 14851. Telephone (607) 273-6343. © 1984 by American Demographics, Inc. All rights reserved. Subscription rate $148 a year.

Intermarket Research

A new international marketing research company with a long history has been formed in New York City.

Anna Maria Sarmento and Eduardo Joly teamed up early this year to form Intermarket Research, an independent marketing research firm with affiliates in several countries.

Under the name Marplan, the firm had been part of the Interpublic group of companies since 1957. Sarmento was research director and executive vice president. Joly was associate research director. Early in 1983, the firm's name was changed to Intermarket Research and it only recently became totally independent.

A native of Brazil, Sarmento has lived in this country for 20 years. She earned her master's degree in sociology at Columbia University. During her 20 years with Marplan she directed a wide variety of research including exploratory concept tests, product acceptance studies, and large sample marketing studies analyzed by advanced multivariate statistical techniques. She has worked in packaged goods, high technology, and banking among other industries.

Joly was born in Argentina and received both his graduate and undergraduate degrees in the United States. Prior to joining Marplan in 1981, he was senior project director with Burke International in Argentina. He also served as research and project consultant for projects for such United Nations organizations as UNDP, UNFPA, UNECSO, and FAO.

Intermarket Research offers a complete range of research in consumer, retail, and industrial markets. Its aim is to provide practical guidance in problem solving and to not just provide analysis, but also conclusions, Joly says. Services include worldwide desk research, qualitative and quantitative marketing research, new product studies, retail distribution studies, tracking studies, and corporate image analysis. Both qualitative and quantitative research can be provided multilingually.

Currently Intermarket Research is conducting studies in the United States, Brazil, Colombia, Venezuela, Ecuador, Panama, Puerto Rico, Japan, South Africa, United Kingdom, Netherlands, Belgium, Germany, Italy, France, Portugal, Spain, Greece, Sweden, and Switzerland.

Intermarket Research's strength is in Latin America, although one of its clients depends on it for on-going tracking research in several European countries where it is using trend data to evaluate its performance in various national and regional markets.

"We have a lot of experience in conducting the same type of research in various cultures at the same time," says Joly, the firm's vice president.

For example, Intermarket has been tracking one client's success in creating corporate image and advertising strategy overseas since 1976.

"There is all this talk recently about world advertising," Joly said, "but world advertising has been going on for years. The question for a multinational company is to find out whether its unified corporate image and advertising strategy is successful."

Sarmento and Joly spend as much time as is necessary in the field to get the job done for their clients. "It depends on the job," Joly said. "If it is the first time we are using a certain methodology in a market, there would be a high likelihood we would go to the country. If the methodology is one we have used before there we might not. In the case of a tracking study, for example, which may have been going on for several years, it probably isn't necessary and we don't go."

Joly said it is very likely either he or Sarmento would be at the scene of a qualitative study such as a series of focus groups. "Where there is the ability for us to incorporate changes midway in the project, such as in focus group research, we would want to be there to listen in because we know what the client in the United States is looking for," he said.

At the time *International Demographics* spoke to Joly, Sarmento was in Brazil working for a client. Intermarket Research's field suppliers tend to be full-research service houses throughout the world. Some are partners such as Marplan Brazil. Others are affiliates with whom it works on a regular basis.

"We usually work out the project objectives, the methodology, and the questionnaires here with our clients. Then we instruct the local research firm that recruits, trains, and carries out the sampling procedures based on our research design. They conduct interviews and send the data back to New York for processing. Sometimes we are there to pilot the questionnaire and help with training, but it is not always necessary," Joly said.

Intermarket takes on projects ranging from a few thousand dollars for a consultation to $100,000 or more for a full-scale research project. In the past five years, its clients have included such firms as American Home Products, Arby's, Bausch and Lomb, Coca-Cola, American Cyanamid, General Electric, General Mills, and Mitsubishi, among others.

Domestically, Intermarket Research has recently been involved in attitude and opinion research among Hispanics. •

Intermarket Research's New York office is at 347 5th Avenue, Suite 1008, New York, NY 10016; telephone (212) 686-7718; telex 427620 INTMAR.

Country Profile
China

The People's Republic of China projects the dual image of leader of the Third World and rising superpower. Sharing borders with 12 Asian nations, by economic standards China is considered a developing country. With the world's largest population, however, sheer size gives China the strength characteristic of the world's superpowers. China's commitment to socialism has not precluded her recently from borrowing technology from the West to hasten development.

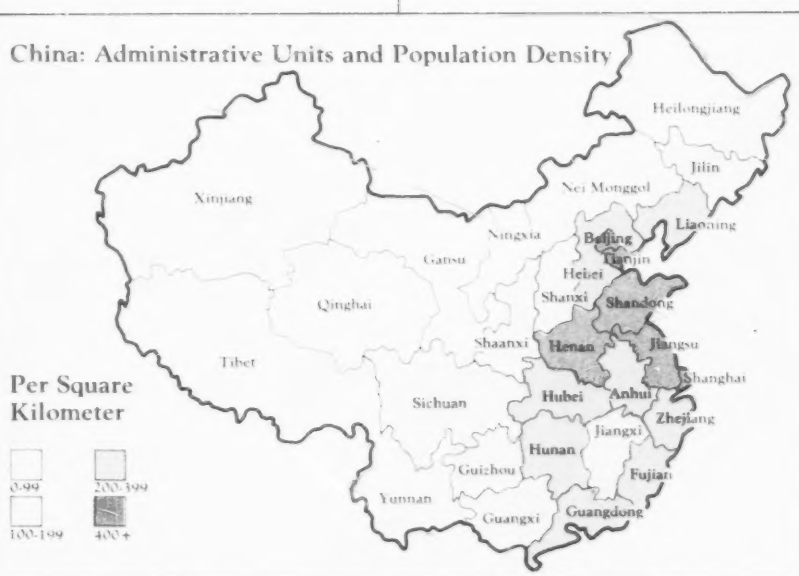
Faced with a population that has doubled since the beginning of the Communist regime in 1949, an inefficient centrally planned economy, and a people disillusioned by ten years of political turmoil, China's leaders have embarked on an ambitious path to achieve the Four Modernizations (agriculture, industry, science and technology, and defense) by the year 2000. Success of the modernization policy will lead to a China of "small prosperity" in which annual per capita income will be double the current level of about $400 per person.

Industrial and agricultural growth have outpaced population increase in China, but the government forecasts that without stringent population control continued economic growth will be difficult. Foodgrain output per capita was only 7 percent higher in 1980 than in 1957. From 1949 to 1979 population grew at an annual rate of 2 percent; by 1980 population growth had slowed to 1.2 percent. Between 1957 and 1979 per capita GNP grew from 2.5 to 3 percent annually. China has the world's sixth largest GNP, but has never surpassed the twentieth rank in world trade statistics.

In 1982, with assistance from the United Nations, China conducted the largest census in history. The results confirmed estimates that China's population had passed the 1 billion mark; the population of the mainland was 1,008,175,228. The census included all minority areas. China also conducted a national fertility survey in 1982.

The reported error rate, a 0.015 percent overcount, is of questionable reliability, since such rates have never been achieved elsewhere (the 1980 U.S. census reported an undercount of 2 to 3 percent), but international demographers agree that the count was accurate (see *International Demographics*, Vol. 2, No. 1, Jan. 1983). Until this census, not even the Chinese government was certain about the population of the nation. China conducted censuses

China: Administrative Units and Population Density



in 1953 and 1964, but both counts were considered low and much of the information was classified until recently. Detailed statistics from the 1982 census are due to be published later this year. China's 1983 population was 1.025 billion.

Regions and Cities

The mainland of China is divided into 21 provinces, 5 autonomous regions and 3 centrally administered municipalities. Northern provinces include Liaoning, Jilin, Heilongjiang, Hebei, and Shanxi. Shaanxi, Gansu, and Qinghai are located in the northwest. Shandong, Jiangsu, Zhejiang, Anhui, Jiangxi, and Fujian comprise China's eastern region. The central south includes Henan, Hubei, Hunan, and Guangdong. Sichuan, Guizhou and Yunnan are located in the southwest. Autonomous regions include Nei Monggol (Inner Mongolia), Ningxia, Xinjiang, Guangxi, and Tibet. Beijing, Tianjin and Shanghai are China's centrally-administered municipalities.

China has 3,400 cities and towns; 7 cities have populations over 2 million and 8 have populations between 1 and 2 million. Because administrative boundaries have been redefined, Chongqing in Sichuan province is China's largest city, with a population of 14 million. Shanghai, with 11 million residents, ranks second, and Beijing, with over 9 million inhabitants, is China's third largest city.

China maintains a stringent internal migration policy restricting rural residents from moving to cities. China has thus avoided the burgeoning growth of cities as experienced by most developing nations. Peasants do travel to towns and cities to sell produce, but return home after the markets close.

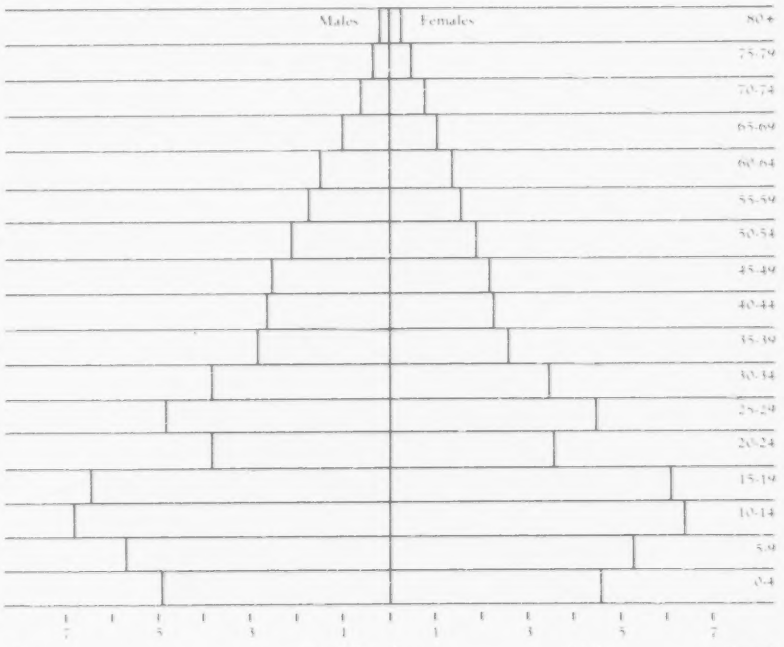
About 800 million people, 80 percent of China's population, live in the countryside. To insure balanced growth between rural and urban areas the government has provided resources for the growth of market towns and medium-sized cities. These urban areas could soon absorb a portion of the countryside's excess labor force.

China's population is heavily weighted to the east, with 97 percent of all people living in only 40 percent of the country's total area. Population density in this area ranges from 100-400 persons per square kilometer. In contrast, the north and west have population densities as low as 10 persons per square kilometer.

China's topography has been described as a staircase, beginning in the west at the top of the Qinghai-Tibet plateau and descending to the shore of the East China Sea. The northeast is industrialized and contains rich oil and coal deposits. The largest agricultural area of China is the North China Plain, although this area is not the most fertile. China's capital, Beijing, is located in this region. The North China Plain lives with the threat of flooding from the Huanghe (Yellow River). Central China, primarily Sichuan province, is also an agricultural area. The Changjiang (Yangtze River) region is both industrialized and agricultural. Shanghai is located in the Changjiang Delta. South China is tropical and semi-tropical, with fertile agricultural areas and mountainous regions. South China contains Guangzhou (Canton), China's passage to the South, and mo[illegible] of the

Population of China by Age and Sex: 1982

(in percent)



Age	Total Population	Male	Female
All ages	1,003,937,000	5,152,969,90	4,886,400,10
0-4	94,730,469	48,999,493	45,730,976
5-9	110,747,800	57,049,028	53,698,769
10-14	131,821,453	67,871,428	63,950,025
15-19	125,330,780	63,757,297	61,573,487
20-24	74,322,960	37,860,817	36,462,143
25-29	92,604,538	47,788,416	44,816,122
30-34	72,969,422	37,911,964	35,056,457
35-39	54,211,284	28,550,148	25,661,136
40-44	48,388,094	25,796,126	22,591,968
45-49	47,370,915	25,050,647	22,320,268
50-54	40,856,744	21,564,138	19,292,606
55-59	33,914,261	17,502,265	16,411,996
60-64	27,386,528	13,716,632	13,669,896
65-69	21,270,235	10,176,486	11,093,749
70-74	14,351,045	6,439,990	7,911,055
75-79	8,609,796	3,498,140	5,111,656
80+	5,051,688	1,763,978	3,287,710

Source: 1982 Population Census of the People's Republic of China 10% Tabulations, 1985

nation's new special economic zones.

Ethnicity, Language and Religion

Unlike the situation in many other multi-ethnic nations, relations between China's 55 national minorities and the majority Han nationality are remarkably cordial. According to the 1982 census, minorities comprise only 6.7 percent (67.2 million) of the population, but are spread over nearly 60 percent of the country. Many of China's minorities live along the nation's border regions such as Inner Mongolia and Ningxia in northern China, Xinjiang in the northwest, Yunnan and Tibet in southwest China, and Guangxi in the south. China maintains 5 autonomous regions and 30 autonomous prefectures for areas inhabited predominantly by minorities.

Many of the minority groups number in the thousands but 15 ethnic groups each have more than 1 million people. These are the Zhuang, Hui, Uygur, Yi, Miao, Tibetan, Mongolian, Manchu, Bouyei, Korean, Yao, Dong, Bai, Hani, and Tujia.

The policy of equality among all ethnic groups in China is upheld in the Constitution. Minorities are guaranteed representation in both regional and national governments. Meanwhile, these groups are encouraged to preserve their heritages, cultures, and languages.

The Chinese written language, using ideograms, is fundamentally different from the phonetic languages used in the West. The more than 40,000 characters of the Chinese written language have recently undergone simplification. This transformation makes literacy more possible for all Chinese. It is not uncommon to see Chinese from different regions communicating with writing, since some of China's spoken dialects and other languages such as Cantonese use the same written form.

China's official language is Mandarin, or "common language," as it is called in China. While children are taught Mandarin in school they also speak the dialect of their town or village in addition to any other dominant language in their area. The Constitution guarantees use of one's native language in official or legal proceedings.

Since 1949 the government has provided support to create written forms for those minority languages without systems of writing. Not all of China's languages share the Mandarin written form since some belong to the South Asian, Indo-European, or Altai families.

China: A Look at the Demographics

(1) Administrative Unit	(2) Capital	(3) Area (1,000 sq. km)	(4) Population 1982	(5) Birth Rate 1982	(6) Death Rate 1982	(7) Rate of Natural Increase 1982
All China	**Beijing**	**9,600**	**1,008,175,228**	**20.91**	**6.36**	**14.55**
Beijing		16.8	9,230,678	17.55	5.78	11.77
Tianjin		11.3	7,764,141	18.60	6.10	12.50
Hebei	Shijiazhuang	180+	53,005,875	23.99	6.05	17.94
Shanxi	Taiyuan	156	25,291,389	20.31	6.54	13.77
Nei Monggol	Hohhot	1,200	19,274,279	23.11	5.77	17.34
Liaoning	Shenyang	140+	35,721,693	18.53	5.32	13.21
Jilin	Changchun	180+	22,560,053	17.67	5.32	12.35
Heilongjiang	Harbin	460+	32,665,546	19.79	4.95	14.84
Shanghai		6.2	11,859,748	16.14	6.44	9.70
Jiangsu	Nanjing	100+	60,521,114	18.47	6.10	12.37
Zhejiang	Hangzhou	100+	38,884,603	17.93	6.27	11.66
Anhui	Hefei	130+	49,665,724	18.73	5.20	13.53
Fujian	Fuzhou	120+	25,931,106	22.07	5.84	16.20
Jiangxi	Nanchang	160+	33,184,827	20.42	6.54	13.88
Shandong	Jinan	150+	74,419,054	18.84	6.26	12.58
Henan	Zhengzhou	167	74,422,739	20.64	6.01	14.63
Hubei	Wuhan	180+	47,804,150	20.17	7.33	12.84
Hunan	Changxia	210	54,008,351	21.11	7.03	14.08
Guangdong	Guangzhou	210+	59,299,220	24.99	5.54	19.45
Guangxi	Nanning	230+	36,420,960	27.25	5.61	21.64
Sichuan	Chengdu	560+	99,713,310	17.96	7.02	10.94
Guizhou	Guiyang	170+	28,552,997	27.89	8.48	19.41
Yunnan	Kunming	390+	32,553,817	25.36	8.60	16.76
Tibet	Lhasa	1,200	1,892,393	31.05	9.92	21.13
Shaanxi	Xian	200	28,904,423	20.35	7.10	13.25
Gansu	Lanzhou	450+	19,569,261	20.12	5.72	14.40
Qinghai	Xining	720+	3,895,706	26.65	7.48	19.17
Ningxia	Yinchuan	60+	3,895,578	29.65	6.08	23.57
Xinjiang	Urumqi	1,600+	13,081,681	29.08	8.41	20.67

Sources: (1)(3) *1982 Census figures, China Facts and Figures Annual, 1983.*
(4)(5) *Important Information from the 1982 Census, 1983.*
(6) *World Bank, 1982, China: Socialist Economic Development.*